

**AMENDMENT TO THE SPECIFICATION:**

In accordance with the Revised Rules under 37 C.F.R. 1.121, please amend the paragraphs of the specification shown below:

Please amend paragraph 7 (a partial paragraph) of the specification as follows:

As will be described in detail hereinafter, an exemplary embodiment of the present invention involves selectively and on demand associating, in the environment of a thermal or thermal transfer printer, an ~~RFIC~~ RFID transponder with a label, e.g., to create a "smart" label. Although "chipless" RFID transponders exist and may be utilized as one example of a value-added element with certain aspects of this invention, the most common form of an RFID transponder used in smart labels comprises an antenna and an RFID integrated circuit. Such RFID transponders include both DC powered *active* transponders and batteryless *passive* transponders, and are available in a variety of form factors. Commonly used passive inlay transponders 36 shown in Figure 2 have a substantially thin, flat shape. For automatic insertion into labels, the inlay transponders 36 typically are prepared with a pressure-sensitive adhesive

Please amend paragraph 10 of the specification as follows:

It is known how to utilize on-press equipment for insertion of transponders into media to form "smart labels," and then to print information on a surface of the smart labels. See, for example, ~~an application white paper~~ a publication entitled "RFID Technology & Smart Labels," dated September 14, 1999, P/N 11315L Rev. 1 of Zebra Technologies Corporation. See also, for example, a publication document entitled "A White Paper On The Development Of AIM Industry Standards For 13.56 MHz RFID Smart Labels And RFID Printer/Encoders" by Clive P. Hohberger, PhD, that is dated May 24, 2000. Both of these publications documents are incorporated by reference into this application as if fully set forth herein.

Please amend paragraph 12 of the specification as follows:

Zebra Technologies Corporation is a leading manufacture of a number of printer related products, including a number of on-demand thermal transfer printers that incorporate a number of the aspects of the technology that is disclosed in the two above-referenced publications ~~white papers~~. An example of such a "smart label" printer commercially available for more than a year prior to the filing of this application includes Zebra model number R-140.

Please amend the Abstract of the Disclosure on page 59 of the specification as shown below:

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A ~~media printer such as, for example, a thermal transfer media printer~~ is disclosed. In one embodiment, the printer selectively programs RFID transponders, and then embeds them into conventional on-demand printed media between the adhesive layer and the release liner. Selective configuration of each printed media sample by addition of value-adding elements may be performed independently for each media sample, under software control during processing of each media sample format print control program. An add-on mechanism is disclosed that can be operatively attached to a conventional media printer. This allows ~~value-adding elements such as~~ RFID transponder labels to be selectively applied at precise locations on the printed surface of on-demand printed media in connection with existing printers.

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